D-36
7
NEW YORKER
5-14-49
P. 3
D36-2.H 92

The number of sets of table glass made by Steuben each year is necessarily limited, in order to maintain the quality for which Steuben crystal is famous.

All table glass is packed in flannel bags, in permanent boxes with compartments.

A complete illustrated catalogue of Steuben table glass will be sent upon request.

STEUBEN GLASS

D7/0519 "GOURMET" DEC., 1973 P. 116

If it doesn't say **Amana**-it's not a Radaran MICROWAVE

Backed by a century-old tradition of fine craftsmanship.
AMANA REFRIGERATION, INC., AMANA, IOWA 52203, SUBSIDIARY OF RAYTHEON COMPANY

December, 1973

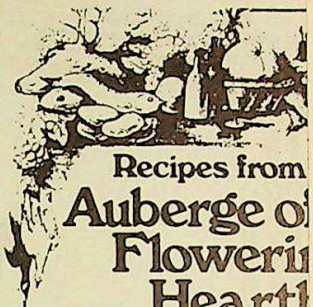
AMERICA'S HERITAGE
HANDCUT CRYSTAL

Luxuriously different. These elegant champagne-sherbet glasses add distinction to any setting, sparkle to any wine. Each fascinating eagle stamp is individually acid-etched; surface ornamentation hand-cut. Set of 4 $14.50, goblet or wine size; gold or platinum band. Postpaid. Check or M.O. (Sorry, no C.O.D.)

FLEMINGTON
CUT GLASS CO., INC.
Box 392, Flemington, N.J. 08822

(The public is always cordially welcome at our factory and famous factory store—Main Street, Flemington, N.J.)

"GOURMET"



Recipes from
Auberge of
Flowerin
Hearth
Roy Andries de G

The distinguished devotee of e
food and wine has found what
the finest of the French provinci
are its incomparable recipes
enchanting talk about the plea
palate.

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WILD RICE
THE GOURMET'S DELIC

Treat yourself to a natural food
makes a great gift. Only $5 plus 50
handling per pound. Prepaid only
Allow at least 3 weeks for delive

NORTHERN LAKES WILD
P. O. BOX 27 TENSTRIKE,

D7/519

School Bond.

You've heard of bonds to
ld a school, well here are
ıe bonds to *go* to school.
U.S. Savings Bonds.
After all, Bonds are the
e, dependable way to save
just about anything. And
en you sign up for the
yroll Savings Plan, they're
erfect way to save for
lege. Automatically.
So buy U.S. Savings Bonds.
When it comes to college,
y're the smart way to save.

Take stock in America.

UNITED STATES SAVINGS BONDS

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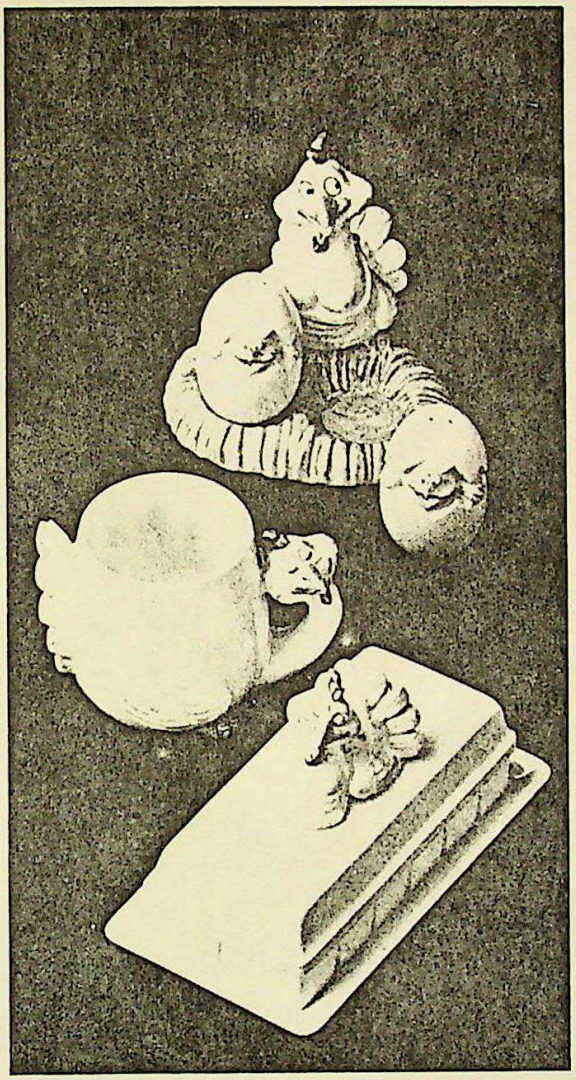
NOV. 1980

P. 95 GIFTS & DECORATIVE ACCESSORIES

INTRODUCING Ms. Henrietta



This bountiful barnyard beauty comes in a wonderful group of household usables which includes the mug, salt and pepper and butter dish shown here. Come see Ms. Henrietta strut her stuff at the following locations:

ANCHORAGE: Par Excellence Sales, 1501½ W. 40th St., P.O. Box 3-4097 ECB. 99501 **ATLANTA:** Robert Steed & Associates, 7G1 Merchandise Mart, 230 Peachtree Center, 30303 **BEDFORD:** New England Gift, The Gift Center #330, 59 Middlesex Turnpike, 01730 **CHICAGO:** Ivan Bloom & Associates, 1483 Merchandise Mart, 60654 **DALLAS:** Dallas Showroom, P.O. Box 58027, 276 World Trade Center, 75258 **DENVER:** Terry Moore & Associates, Denver Merchandise Mart, Rm. 2220, 451 E. 58th Street, 80216 **KANSAS CITY:** Hitchcock & Frank, Inc., Rm. 2-206, Amigo Gift Mart, 6899 Executive Dr., 64120 **LOS ANGELES:** Ken Meares & Assoc., Brack Shops E., Suite 512 649 S. Olive, St.90014 **MINNESOTA:** Ivan Bloom & Assoc., 10301 Bren Rd., Rm 449 Green, 55343 **NEW YORK:** Furst/Norton, Inc., 225 5th Ave., Rm 429, 10010 **SAN FRANCISCO:** Roger Locke & Assoc., San Francisco Showroom, Rm. 2 Kansas St. Rm. 284, 94103 **SEATTLE:** Harlan Lutz & Associates, 6100 Building, 6100 4th Ave., 98108.

QUON QUON

D7/519

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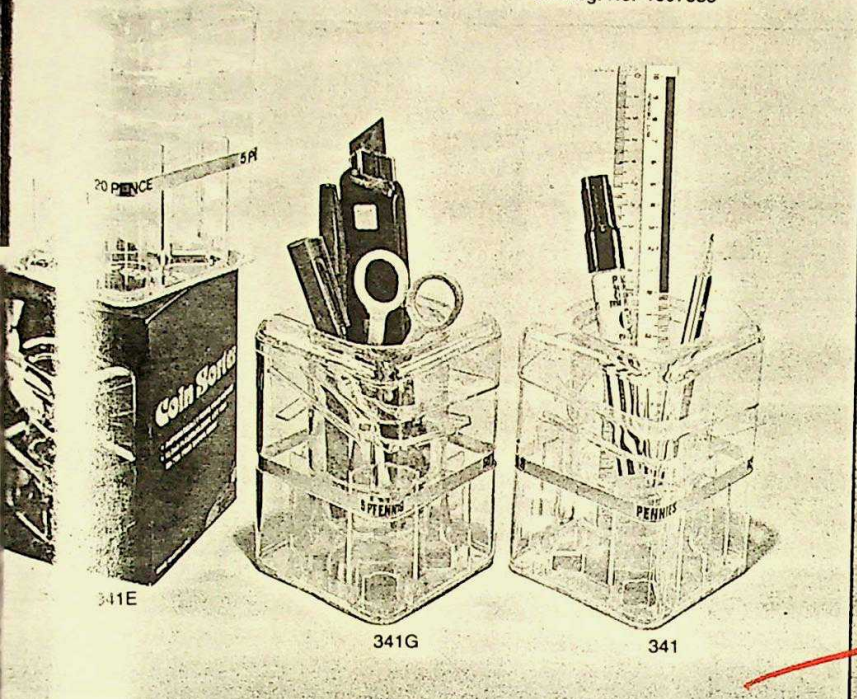
Nov. 1984

COIN SORTER

UK Reg. No. 1007538



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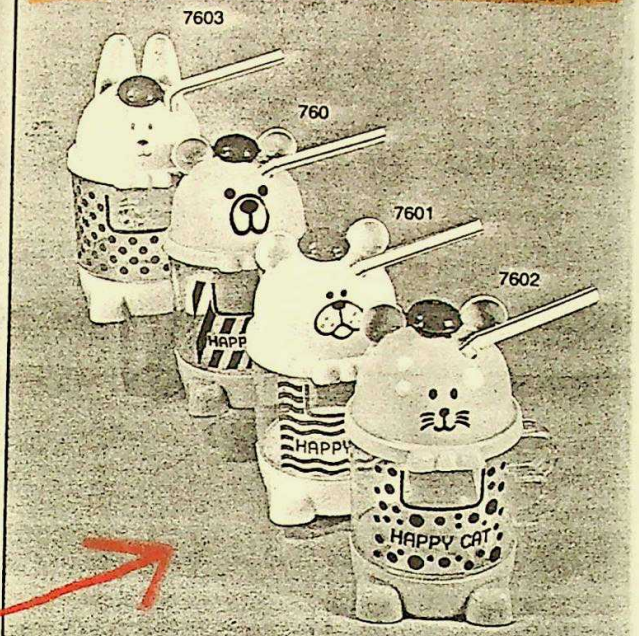
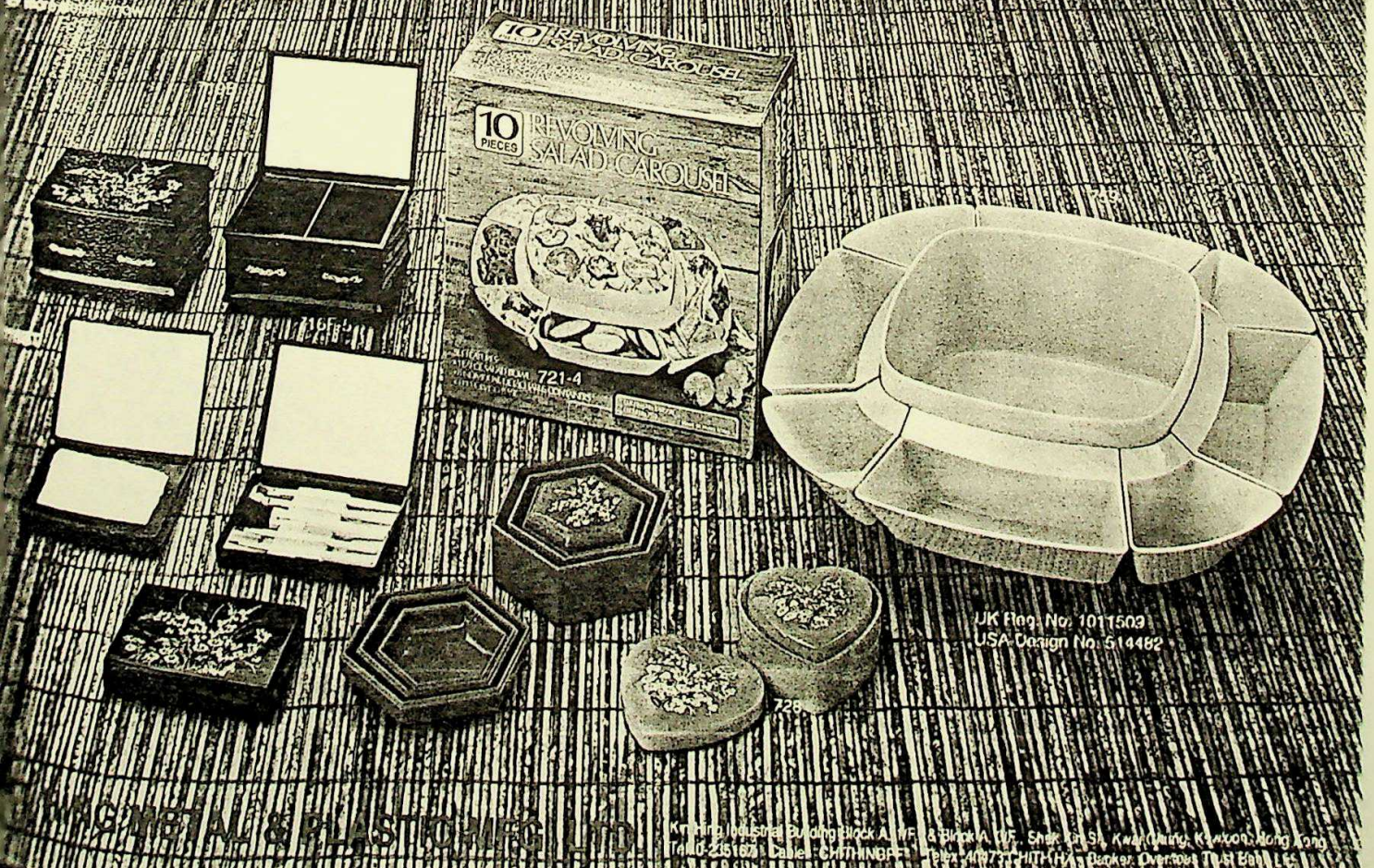
Nov. 1984 PAGE 73

HONG KONG ENTERPRISE



...llery & Beauty Cases and Revolving Salad Carousel

...products shown here, we also ... high quality stationery ... Come and write ...



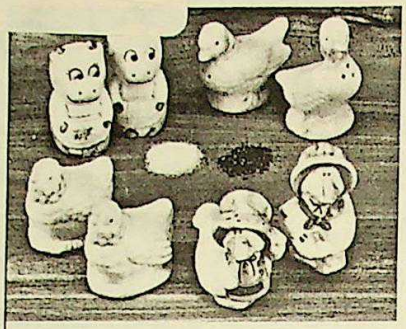
UK Reg. No. 1011503
USA Design No. 514482

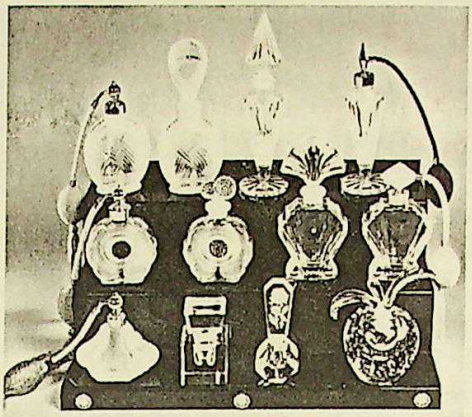
...G METAL & PLASTIC MFG. LTD.

...Kowloon, Hong Kong. Tel: 0-251671 Cable: CHITHINGFA Telex: 74727 CHIT HX Banker: Overseas Trust Bank Ltd.

D7/519

…apes in earthenware …peppers are hand- …pastel colors. 3 in. $9. …rting Co., 7700 Hall …uis, Mo. 63147





Perfume bottles and atomizers, some with tassels, in clear or frosted mouth-blown crystal. $25 each retail. Irving W. Rice Co., 11 E. 26 St., New York 10010.

Ready-to-grow decorative packages contain outdoor or indoor variety flowers. With grow mix, seeds and care instructions. $4.98. Applewood Seed Co., 5380 Vivian St., Arvada, Colo. 80002.

Mother can relate to the cowboy's lament on this 12 oz. stoneware mug. Six designs. Gift-boxed, $6.95 retail. Leanin' Tree Publishing Co., Box 9500-W, Boulder, Colo. 80301.

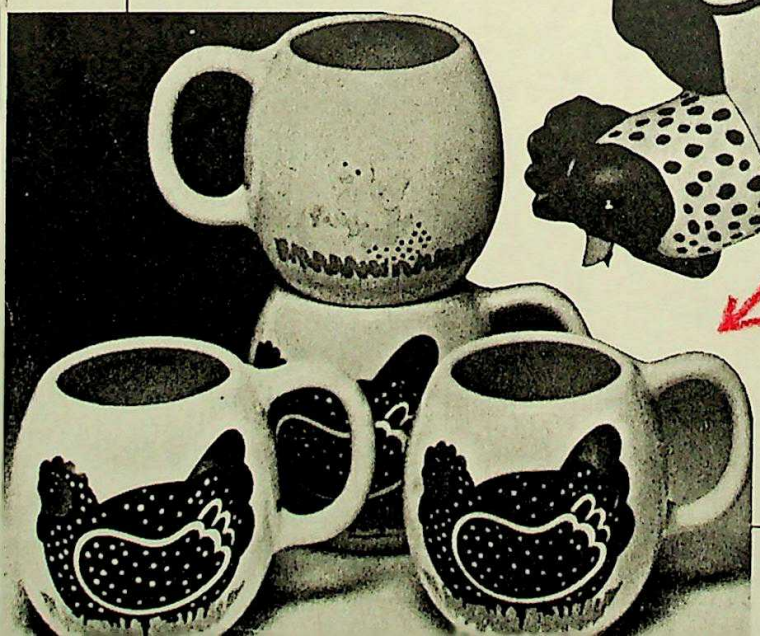
JANUARY, 1988

Saying Thanks To Mom

PAGE 226

Mother's Day ideas, from whimsical to opulent, making their debut at the Chicago Gift Show, Feb. 7 to 11. The accent is on personal treasures for that special lady.

GIFTS & DECORATIVE ACCESSORIES



Good Morning breakfast collection features whistling chicken tea kettle with porcelain-enamel finish, $40 retail. Set of four matching ceramic mugs is $17.50. All feature red, black and white designs. Edgar Watkins for National Housewares, div. of Towle, 225 Fifth Ave., New York 10010.

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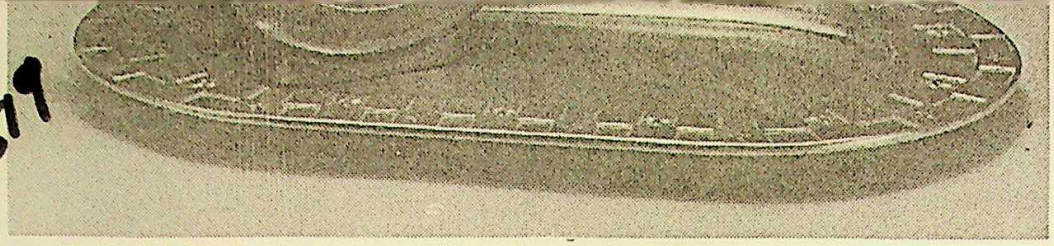
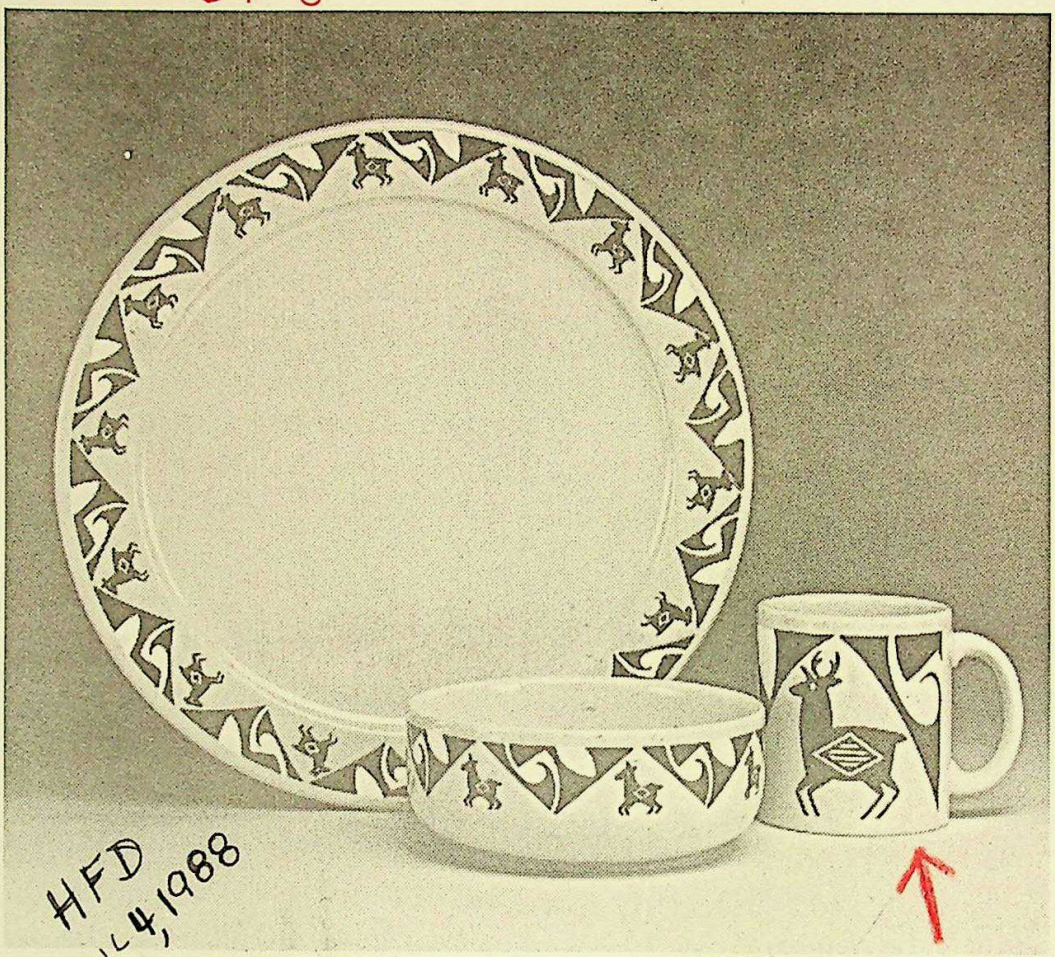
D7/579



Quilted Flowers is a new Wilton Armetale pattern with color accents.

D7-8



HFD APRIL 4, 1988

New Southwest pattern from Waechtersbach

PAGE 75

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medium (12.5 b
(18.5 by 10.7
6.75-inch wine

Waterford/Wedgwood open
9 more U.S. shops in next y

By James Fallon

LONDON (FNS) — The Waterford Glass Group plc has launched an ambitious expansion of its retail operations in the United States with plans to open nine more Waterford/Wedgwood shops in America over the next year.

million Irish pounds ($94.33 million) on sales of 282.4 million Irish pounds ($446.19 million) in the year ended Dec. 31, 1987.

The plunge into the red followed profits of 8.1 million Irish pounds ($12.88 million) on sales of 130.8 million Irish pounds ($207.97 million) in 1986.

Anthony Brophy, the group's

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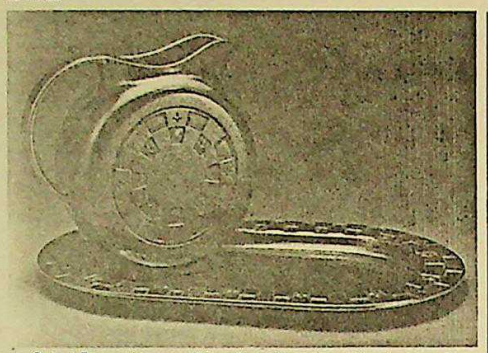
D7/8

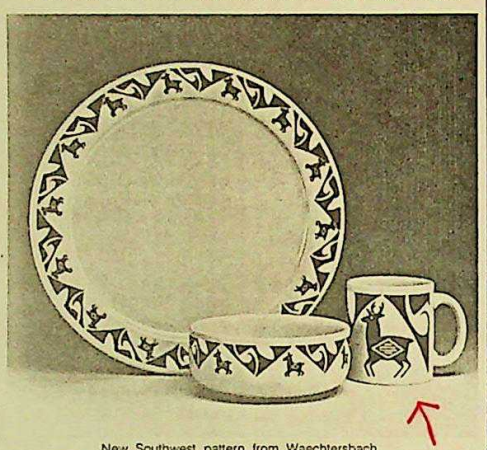
PAGE 75
APRIL 4, 1988 HFD

Dinnerware at gourmet show

San Francisco attracts major firms, introductions



Quilted Flowers is a new Wilton Armetale pattern with color accents.



New Southwest pattern from Waechtersbach

By Doug Neiss

SAN FRANCISCO — Although the San Francisco Gourmet Products Show is not a dinnerware showcase on the order of the housewares or the tabletop show, last week's event attracted a sizable number of vendors in the category.

Featured introductions spanned the category, with new additions in melamine dinnerware as well as in porcelain and other serveware.

Marking its first use of color in the Armetale housewares line, Wilton Armetale unveiled two serveware patterns with hand-rubbed color accents at the gourmet show. Quilted Flowers, a fleur-de-lis pattern, has color antiquing in hyacinth blue. Tucson, a Southwestern pattern, has embossed British red accents.

Both patterns are offered in 12.5-inch-diameter round trays, medium (12.5 by 7.75) and large (18.5 by 10.75) oval trays, a 6.75-inch wine coaster, a 2-quart flat-sided pitcher, and a 2.5-quart covered casserole. Quilted Flowers has a 7-inch round trivet, while Tucson's trivet is diamond-shaped. The items retail from $15 to $75.

Hall China presented a new gold glaze in porcelain serving pieces retailing from $10 to $100. In its Professional Gray glaze, Hall offered new porcelain oven-to-tableware, including casseroles, au gratins and soufflés. The retail prices range from $3.95 to $39.95.

Salem China introduced a line of 12 English-style, decorated porcelain teapots made in China and retailing from $12 to $15. Salem plans to add 12 more designs in about three months, according to John Higgins, vice president.

In earthenware dinnerware, Waechtersbach brought two new marble colors, turquoise with white marble and white with turquoise marble. The marbleizing is not a decal but is actually in the glaze, noted Susan Jones, vice president of sales.

Waechtersbach also has a new Christmas Geese dinnerware pattern and two new buffet serveware patterns — one with a strawberry motif and one that is pink with white flowers. All pieces are available open stock.

In stoneware dinnerware, Pfaltzgraff brought its recently introduced Sky pattern to the show. Designed as a sister to the firm's Santa Fe-colored Aura dinnerware, Sky features blue bands in different shades. A 20-piece set is photo-boxed to retail at $70.

Like Aura, Sky features a handthrown pottery design coupled with the banded colors. The pattern also is available in two-piece serving sets, hostess sets of butter dish and salt and pepper, a two-quart casserole, sugar and creamer, and a set of four 10-ounce mugs. Sets and casserole retail for $25 each.

Other companies also showed patterns in stoneware and earthenware that had been in-

(Continued on page 78)

Waterford/Wedgwood opening 9 more U.S. shops in next year

By James Fallon

LONDON (FNS) — The Waterford Glass Group plc has launched an ambitious expansion of its retail operations in the United States with plans to open nine more Waterford/Wedgwood shops in America over the next year.

The company also will begin a direct marketing campaign for mid-priced Waterford and Wedgwood giftware.

The attempt to expand into direct marketing in the U.S. is part of Waterford's recovery plan following net losses of 59.7 million Irish pounds ($94.33 million) on sales of 282.4 million Irish pounds ($446.19 million) in the year ended Dec. 31, 1987.

The plunge into the red followed profits of 8.1 million Irish pounds ($12.88 million) on sales of 130.8 million Irish pounds ($207.97 million) in 1986.

Anthony Brophy, the group's finance director, said the nine Waterford/Wedgwood stores will join the two test units the group has in San Francisco and Chicago. The nine additional outlets, which will be located throughout the U.S., will be about 2,000-square-feet each.

Three of the nine new stores will open in April. Brophy said the cost of the new stores will not be significant.

In addition, Waterford has established a direct mail marketing division in the U.S. to market exclusive designs directly to consumers through advertisements in the same magazines used for mainstream Waterford and Wedgwood products. Brophy said the initial investment in the venture is small, but that it will sell products "quite different" from the mainstream lines of the two divisions.

"Because it is marketing directly to the consumer, the products — which will be mostly giftware — will be more middle-market to upper-market, rather than simply the upper-market products we carry in our mainstream lines," he said.

The expansion in the U.S. follows Waterford's difficult year in 1987, when the decline in the value of the dollar against the pound forced the group to carry out a massive restructuring program. Waterford cut the workforce in its crystal division by more than 1,000 and significantly altered working practices. The restructuring caused a major disruption to its production, which led Waterford to write off 14.8 million Irish pounds ($23.38 million) in lost inventory.

As a result, the crystal division

*(See **WATERFORD**, next page)*

First free-standing full price Villeroy store due in U.S.

NEW YORK — Villeroy & Boch will open its first free-standing store in the U.S. at 962 Madison Avenue, near 76th Street, on May 21.

The dinnerware maker currently operates six outlet stores — in Orlando, Fla.; Flemington, N.J.; Norwalk, Conn.; Southampton, N.Y.; Lancaster, Pa., and Kitterey, Me. — but no full price retail locations.

The new store site is a

*(See **VILLEROY**, next page)*

On the Aisle appears in the Home Textiles section this week. See page 69 for a column on J.P. Stevens' bridal business.

What's black and white and read all over?

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D7-519

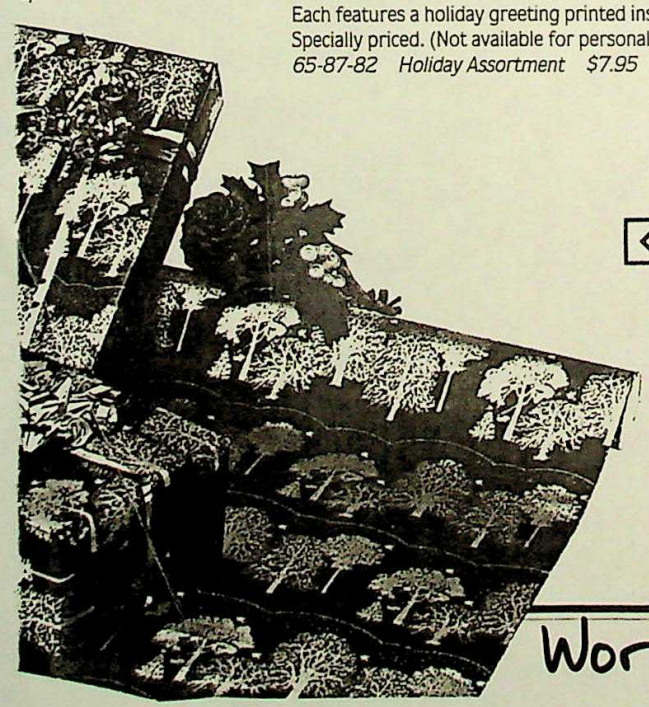
Penguin parents shelter their young in this tender reminder of the importance of family togetherness at Christmas . . . and throughout the year. Sentiment reads, "Wishing You the Peace and Beauty of Nature's Gifts." 20 cards and matching envelopes. Cards 6⅜"×4½".
63-72-46 Penguin Portrait Cards $8.95

our of nature's most
- the panda, snowy owl,
habitats. Greeting reads
the Coming Year". Set of
s. 5 each of 4 designs.

ds $12.50

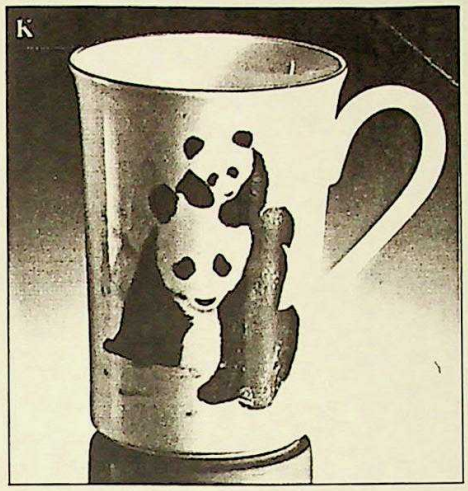
nds will be pleased to
create this seasonal
n silver and midnight blue
er. 1 roll, 19½"×20'

rap $4.75



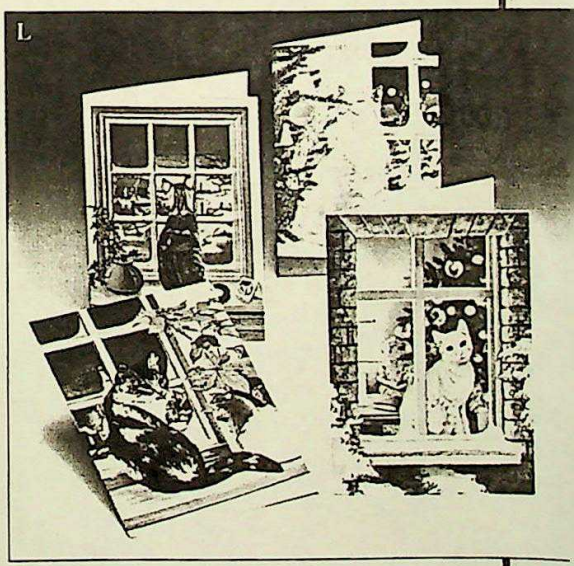
J. *An irresistible array* of wonderful wildlife cards for your Christmas greetings. Assortment pack features a selection of cards, comprising one card from each of our Holiday packs. 16 cards in all. Contents may vary. Each features a holiday greeting printed inside. With matching envelopes. Specially priced. (Not available for personalization.)
65-87-82 Holiday Assortment $7.95

PHONE ORDERING
TOLL FREE 1·800·833·1600
8:00 AM-9:00 PM (EST)
MONDAY THRU SATURDAY



K. *Add warmth to a cold winter's day* with our fine china cup beautifully adorned with a mama panda and her playful cub. Handcrafted in durable, high-quality English china with gold rim. 8oz capacity. 3¼" tall. Order set of four and save over $5.00!
62-92-35 Panda China Cup $7.50
63-57-15 Set of 4 Panda China Cups $24.95

Rec'd.
Nov. 3, 1990



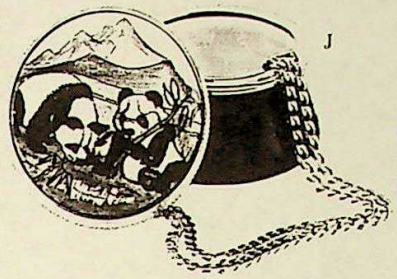
L. *The wonder of Christmas* from a cat's perspective. Four feline friends strike captivating poses from their windows on the world. Greeting inside "Warm Wishes for a Wonderful Christmas and a Bright New Year." Set of 24 cards and matching envelopes, 6 each of 4 designs. Cards 6⅜"×4⅛".
65-87-74 Windows' $14.00

World Wildlife Fund

D7-519

that fewer than
ındas remain in
e of the world's
most critically endangered species, the giant panda was chosen as the WWF symbol signifying WWF's commitment to conservation of the world's wildlife and wild places. WWF works with the Chinese to protect the panda in the wild by protecting its last remaining habitat.

H. *Touching illustration of a penguin mother* tenderly sheltering her chicks, enhances this lovely cup. Ideal for tea or coffee. Handcrafted in fine china. Imported from England. 8oz. capacity. 3¼" tall. Order set of four and save over $5.00!
60-80-92 Penguin China Mug $7.95
Set of 4 Penguin Mugs
65-95-68 $26.50



PHONE ORDERING
TOLL FREE 1·800·833·1600
8:00 AM-9:00 PM (EST)
MONDAY THRU SATURDAY

J. *From the internationally renowned artisans* at Staffordshire Enamels comes this superb miniature box with enameled panda scene. Exquisitely molded and embellished by hand in the same methods used to create Staffordshire's classic 18th-century museum pieces, this new collectible is a fine example of the new generation enamel box artistry. Packed in a satin-lined presentation box with informative booklet and certificate of authenticity. Enameled copper with 22k gold-plate trim. 1¼" dia.
65-95-33 Panda Collector's Box $97.75

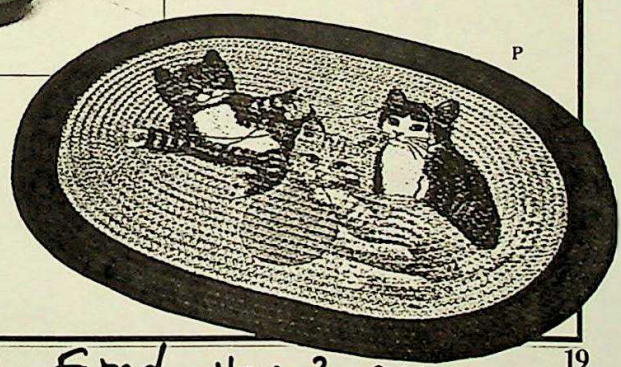
K. *Cats of all colors* and sizes play in the fancifully illustrated garden gracing these greeting cards. Blank inside. 20 cards and matching envelopes. Cards 7"×5".
Hide 'N Seek Cat Cards
65-95-76 $10.95

L. *Friendly panda family* frolics on this decorative shower curtain. Cheerful design is guaranteed to brighten any bathroom! Made of durable, transparent plastic.
Panda Shower Curtain
63-66-65 $26.00

N. *The graceful lines of this miniature marble sculpture* convey the serenity of a sleeping cat. A superbly styled gift to be treasured as a decorative collectible or desk accessory. Hand-finished in rich black marble with protective felt base. 3¼" long.
62-89-99 Curled Marble Cat $22.50

M. This exciting calendar features the diverse and complex beauty of the earth's endangered rain forests. Animals, insects and birds, in a startling variation of size and color, are shown in their natural environment. 16 month. 12"×12".
WWF Rainforest Calendar
65-95-92 $9.95
RAINFOREST
WORLD WILDLIFE FUND CALENDAR 1991

P. *Three frisky felines* romp and play on this adorable braided rug. This versatile home accessory makes an ideal doormat, heart-warming hearth rug, or pretty (and practical) kitchen area rug. Handcrafted. Machine washable and flame retardant. Oval 33" long, 23" wide.
63-60-10 Kitten Rug $29.50



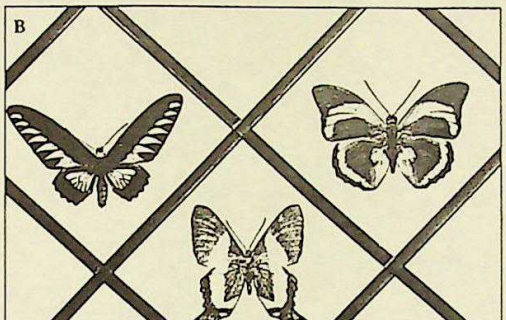
World Wildlife Fund Nov. 3, 1990

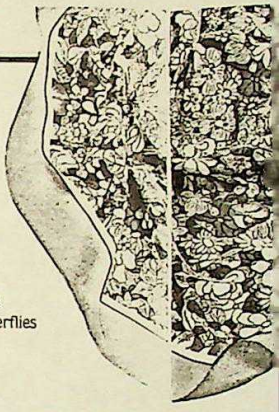
D7-519

World Wildlife Fund Nov. 3, 1990

A. *Softly etched Spider Orchid* on this lovely bud vase evokes a romantic mood. Meticulously handcrafted in the finest full-lead crystal by glass artists at Scotland's renowned Stuart Crystal. Imported. 7½" high.
Crystal Bud Vase
60-96-76 $24.50

C. *Somehow, tea and coffee taste better* when served from our pretty butterfly mugs. Handcrafted in fine china, and adorned with dainty butterflies. Imported from England. 8oz. capacity. 3¼" tall. Order set of 4 and save $2.00!
60-20-27 2 Butterfly Mugs $12.95
Set of 4 Butterfly Mugs
65-94-60 $23.90





B. *Display the illuminated beauty of butterflies in your window . . .* or send one to a friend. Each authentically rendered, translucent butterfly illustration has a peel-off adhesive back, and is packed with its own note-card. Set of 4 cards and matching envelopes includes 4 different designs. 3"×4" butterflies on 5¼"×7¼" cards.
Butterfly Sun Catchers
60-80-84 $6.50

E. *Symbol of warmer weather on the way*, the butterfly is one of nature's earliest harbingers of spring. Here, the elusive beauty of the butterfly comes to life in a richly colored stained-glass roundel. Crafted in hand-rolled glass embellished with translucent enamel. Framed in metal. With hanging chain. 6¼" dia.
65-94-79 Butterfly Roundel $28.95

H. *Surrou*
this luxuri
design fou
China's Qi
31" square
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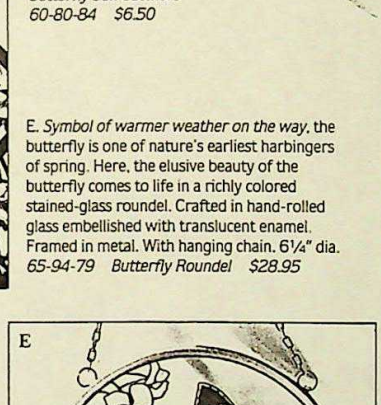
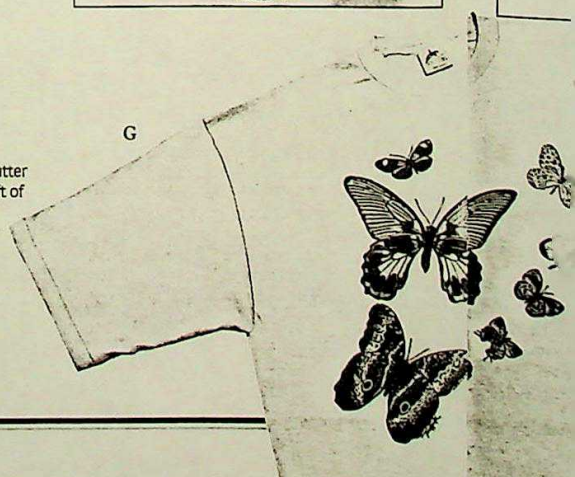
65-94-52



D. *Keep a permanent record* of birthdays, anniversaries, and other special days in this lovely perpetual calendar. Illustrated with more than 50 exquisite wildlife portraits and full-color page headings. Hardcover. 7⅜"×5⅛".
55-59-16 Book of Days $11.00

F. *A feast for the eyes* as well as the palate, 'Food in Bloom' brings the time-honored tradition of floral cuisine to your garden and kitchen. Includes 14 varieties of seeds for *edible* annual and perennial flowers and herbs, each chosen for its beauty and distinctive flavor. 8" tall canister includes 5oz. bag of all-natural vermiculite seed starter, seeds to cover 250sq.ft., and recipe leaflet.
65-94-87 'Food in Bloom' Seed Mix $10.95

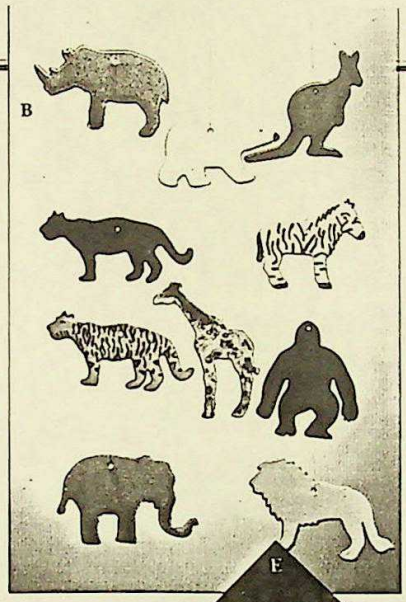
PHONE ORDERING
TOLL FREE 1·800·833·1600
8:00 AM-9:00 PM (EST)
MONDAY THRU SATURDAY



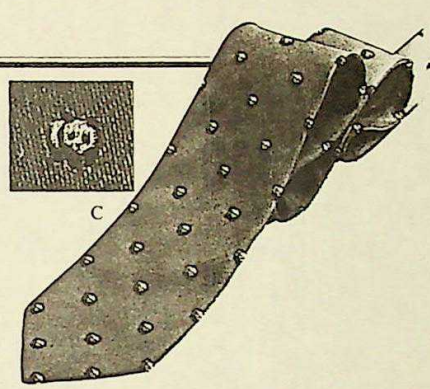
G. *A multitude of multi-colored butterflies* flutter across this sky blue t-shirt. A free-spirited gift of carefree comfort. 100% cotton. Machine washable. Please specify size S, M, L, XL.
Butterfly T-Shirt
65-94-01 (S) 34"–36" $11.95
65-94-28 (M) 38"–40" $11.95
65-94-36 (L) 42"–44" $11.95
65-94-44 (XL) 46"–48" $11.95

D7-519

A. *This WWF oversized tote bag* features a charming panda pair created by artist Tom Taylor. The ideal tote bag for groceries, schoolbooks and homework, or the beach. Handcrafted in durable, waterproof vinyl-coated cotton.
14½"×4¾"×11¾" high.
55-58-94 Panda Tote Bag $19.95



B. *A musical menagerie* for your indoor or outdoor enjoyment. Each ceramic chime is handcrafted and kiln-fired twice for strength, durability, and clarity of tone. 10 animals, app. 4½" each, suspended from a ceramic disk. 20" overall length.
Wild Animal Wind Chimes
65-95-84 $20.95



C. *Look closely,* and you'll see the WWF panda logo subtly displayed on this distinctive burgundy necktie. Handsomely fashioned in the finest English silk.
62-92-51 Panda Silk Tie $24.95

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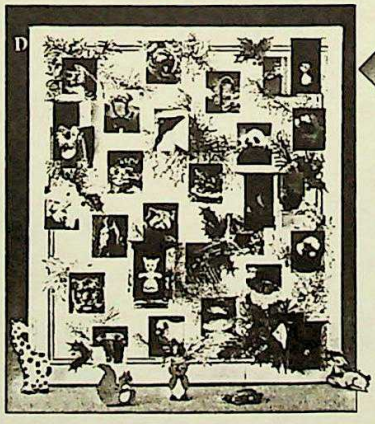
E. *An African elephant and her playful calf* travel together on this splendidly crafted pin. A beautiful way to show your support for the survival of this stately species. Intricately detailed in sterling silver with nickel clasp.
1⅛"×2".
65-95-41 Elephant and Baby Pin $68.95

D. *Share the exciting countdown* to Christmas Day with this cleverly designed advent calendar featuring full-color wildlife photographs. Each window opens to reveal a special surprise – a delightful animal ornament to display on your Christmas tree! Calendar features 24 animal ornaments concealed behind 24 windows. Ideal for the entire family.
65-95-25 WWF Special Advent $35.00



F. *Soulful portrait* of a young (and endangered) harp seal pup expresses the soft beauty and vulnerability of these cherished creatures. Mounted and framed in chrome. 14"×17".
36-87-33 Harp Seal Pup $39.50

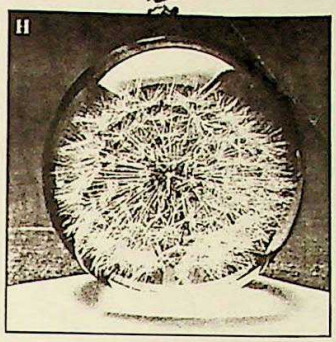
G. *It's nearly impossible* to knock over this sturdy mug. Innovative, no-spill design is ideal for coffee-drinkers on the move. In black, with contrasting elephant design by Tom Taylor. Non-slip base. Dishwasher safe. Holds up to 20oz.
Elephant No-Spill Mug
63-59-36 $12.95

World Wildlife Fund Nov. 3, 1990

D7-519

World Wildlife Fund Nov 3, 1990

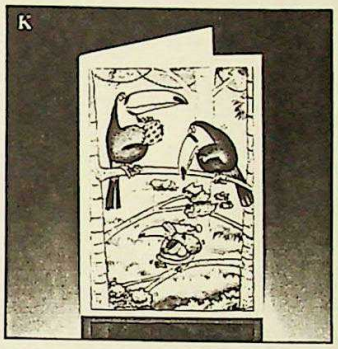
G. *Magnificently etched images* of a giraffe, tiger, rhino, elephant, panda, and zebra enhance the classic lines of these beverage glasses. 12oz. capacity. Set of 6 glasses, 1 each in 6 different designs.
62-90-73 6 Wildlife Glasses $37.50

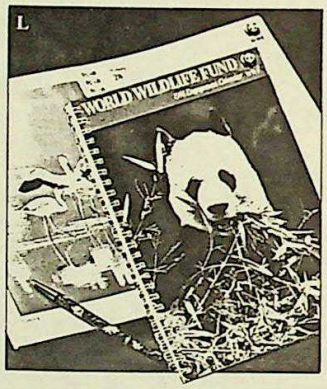


H. *Fascinate your friends!* Intriguing paperweight showcases the ephemeral beauty of a dandelion head, preserved as if by magic in a crystal-like acrylic sphere. Gift boxed. No two alike. 3¼" dia.
Dandelion Paperweight
59-67-44 $42.50

Sound scientific research and planning guides all WWF conservation programs. Guided by leaders in the relatively new field of conservation science and technology, WWF is working to understand how threatened species and ecosystems function ... identify conservation priorities within each of the earth's biogeographical regions ... define what needs to be accomplished ... and successfully save threatened wildlife habitats around the world.

K. *Toucan Santa makes his rounds* on these humorously illustrated Christmas cards. Inside message reads, "Merry Christmas!" 20 cards and matching envelopes. Cards 6⅜"×4½".
Toucan Christmas Cards
65-93-20 $8.95

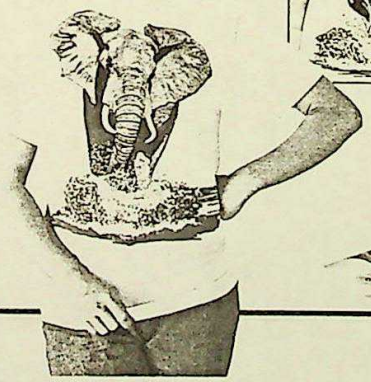


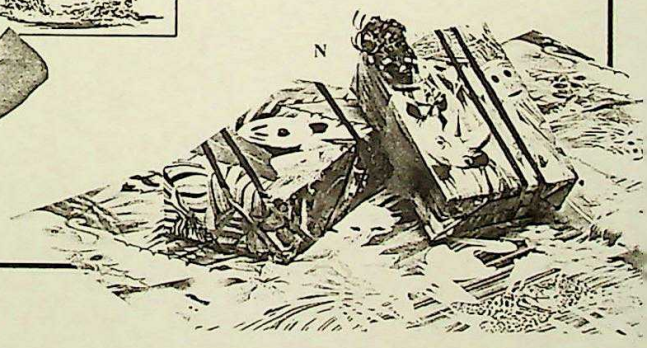


L. *A perennial bestseller!* This colorful 1991 appointment book is enriched with page after page of fascinating, full-color photographs of flora and fauna. The perfect gift for anyone who loves nature. Spiral-bound. Soft cover. 6½"×9".
65-93-12 WWF Engagement Calendar $13.50

J. *Majestic lioness and her two cubs* rest near the gnarled branch of an acacia tree in this exquisite sculpture. A stunning, three-dimensional portrayal of this magnificent species. Handcrafted and hand-painted in rich detail.
Lioness and Cubs Sculpture
60-53-87 $79.95

N. *Ablaze with color*, this entertaining jungle scene adds fun and fancy to every gift you give. A must for animal fans of all ages. 8 sheets, 26"×20" each.
65-93-04 Jungle Gift Wrap $5.95





M. *Show your concern* for the survival of the African elephant, largest of all living land animals, with this eye-catching, two-sided t-shirt. Silkscreened illustrations on front and back show close-up views of a charging bull elephant. 100% cotton. White only. Machine washable. Please specify size, S, M, L, XL.
Elephant T-Shirt
63-73-94 (S) 34"–36" $11.95
63-74-08 (M) 38"–40" $11.95
63-74-16 (L) 42"–44" $11.95
63-74-24 (XL) 46"–48" $11.95

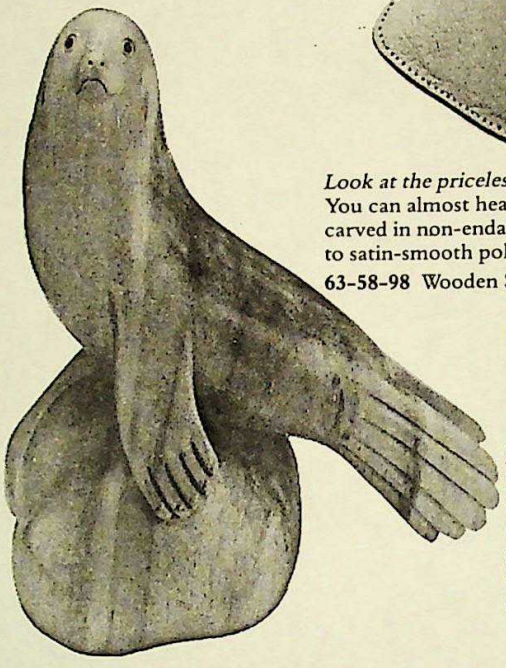
D7-519

World Wildlife Fund Nov. 3, 1990

SALE

Protect your glasses with style in this genuine leather case. Non-scratch nylon lining. Embossed WWF Panda logo.

59-27-22 Leather Eyeglass Case
~~$4.95~~ **$3.50**

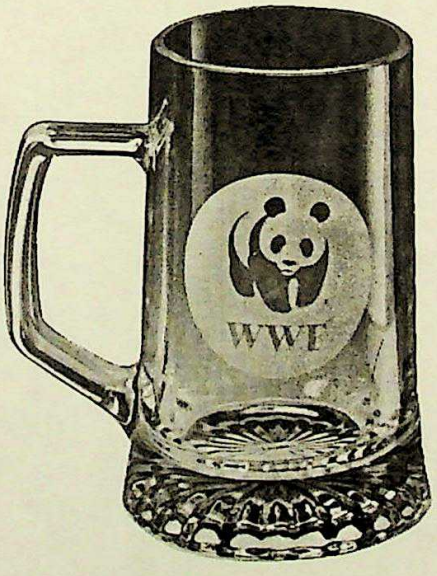


Look at the priceless expression on this friendly seal! You can almost hear it barking "Who me?". Hand carved in non-endangered wood. Rich grain buffed to satin-smooth polish. 5¼" high.

63-58-98 Wooden Seal ~~$29.95~~ **$14.97**

Prosit! Cheers! Bottoms Up! However you say it, you salute the effort to preserve wildlife when you quaff your favorite beverage in this glass stein etched with the WWF Panda logo. Holds 16 fluid oz.

62-91-97 WWF Panda Glass Stein
~~$17.50~~ **$8.99**



The famous WWF Panda logo is etched into the base of this functional, yet attractive glass paperweight. 4" long.

62-91-70 WWF Panda Paperweight
~~$17.50~~ **$8.75**

IT'S EASY TO ORDER

To avoid LOST and DELAYED orders, please mail your catalog order form in the attached envelope. No orders handled by WWF in Washington D.C.

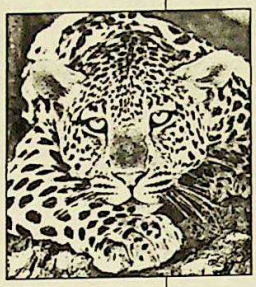
DELIVERY OF YOUR ORDER

After receiving your order, we usually need up to

)7-519

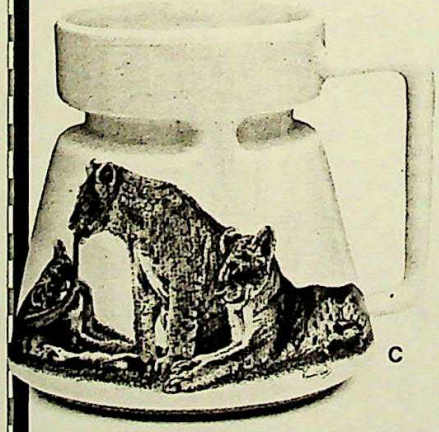
National Wildlife
Aug. 17, 1991

Every item you purchase from us includes an information sheet. We call it "Critter Copy." For example, our handsome Serengeti Shadows T-shirt comes with a brochure about the fascinating habits and habitat of the leopard. We see each product as an opportunity to encourage an interest in the natural world — that's why we create critter copy. We're making sure that every gift you give (even to yourself) is more than just a cherished possession — it's an education.

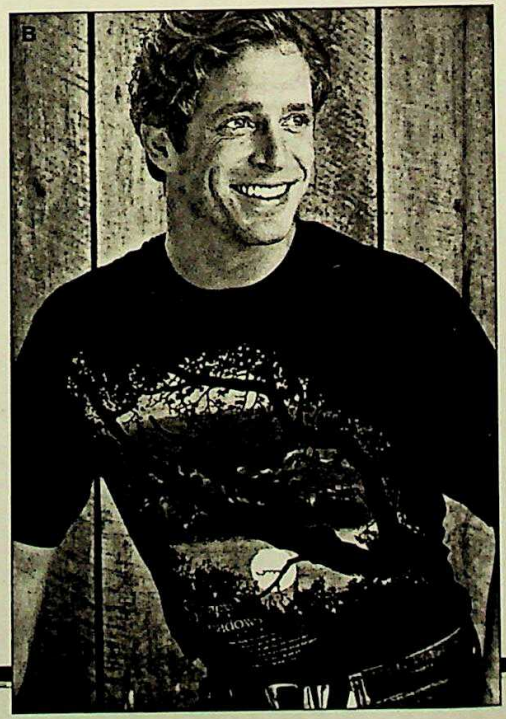


A. "Lion Around" on the Floor. Mother mountain lion and her cubs make a soft resting place for weary feet. Keep a place for wildlife in your home! The back is rubberized, so it's as useful in the bathroom as it is in the hall, kitchen, or bedroom. Made of 100% cotton. Machine wash. 42" x 22".
37173 Lion Around Rug $19.50

B. Serengeti Shadows. As the sun sets on the beautiful African plains, the sleek, powerful leopard on our dramatic shirt is just coming to life and stands as a sentry, watching over the countryside. 100% cotton. U.S. made, machine wash. Adult sizes S, M, L, XL.
30290 Serengeti Shadows T-Shirt $14.50
(See order form for size information.)



C. A Big Cuppa Joe — To Go! Combine the shape of a roomy car mug with the marvels of a sip-through lid — you'll soon be dependent on the results! Wide stoneware body with rubber pads to avoid tips, narrow neck to ease splashes, recessed lid to drink through that minimizes spills. Holds 14 oz., keeps liquids hot longer. Dishwasher, microwave safe. Playful lion family photographed by Kennan Ward.
31254 Lion Cub Travel Mug $15.95



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National Wildlife Aug. 17, 1991

D. Make an Environmental Statement. A full-color design of endangered species circles the 48" diameter nylon umbrella with an environmental message. High-quality wooden handle and shaft. **35252** Endangered Species Umbrella $34.95

E. The Garfield Poster. Garfield, the country's most famous cat, stands guard over a gallery of endangered species in this full color poster. The artwork was contributed by Jim Davis, Garfield's creator. Proceeds from the sale of this poster benefit NWF's Endangered Species Fund. Information about each endangered species included. Printed on *recycled* paper. 23" x 30". **28676** The Garfield Poster $12.95

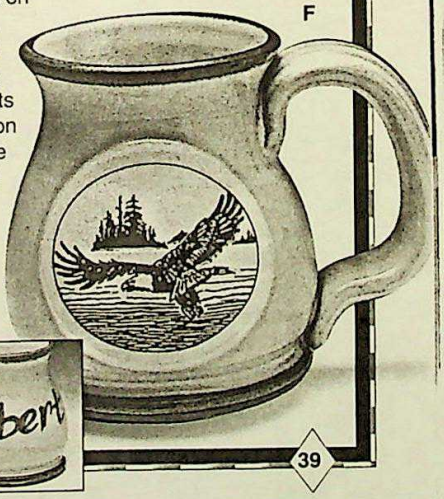
Free Earth Day Every Day Poster with each purchase while supplies last.

D

E

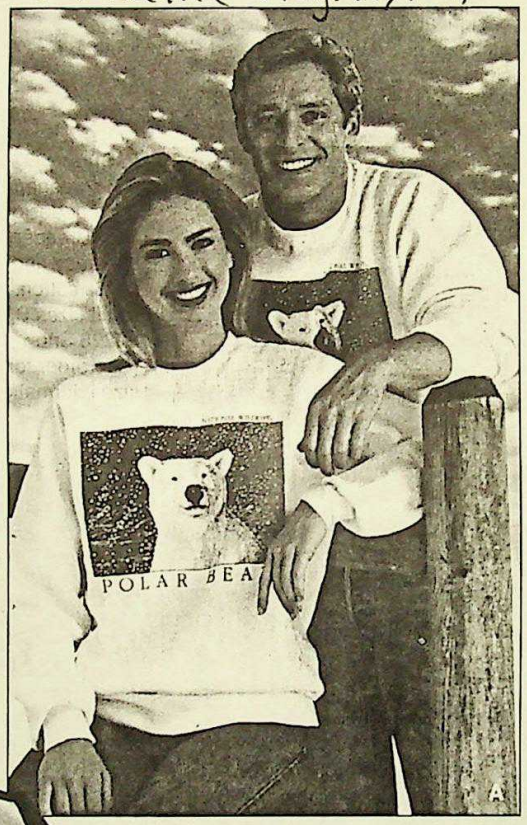
F. The Personal Touch. The majestic bald eagle reigns on this durable and attractive handmade stoneware mug. Have one personalized for yourself, or give one as a thoughtful gift. The bowed body and smaller neck helps avoid spills, and a rubber pad on the base protects table tops. Holds 12 oz. Indicate personalization information on the order form. Please allow 6 weeks for personalized orders. 10 character limit.
31259 Eagle Mug (Personalized) $18.95
31245 Eagle Mug (No name) $14.95

F

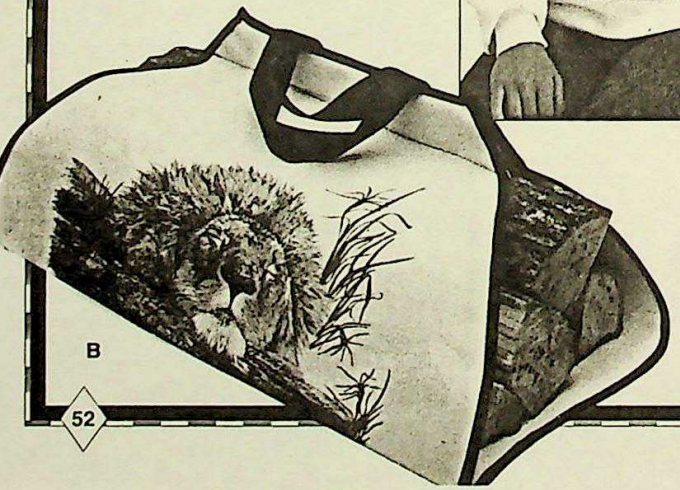


National Wildlife Aug. 17, 1991

A. Bear It! Our glorious bear has a warm-hearted air that will keep you cozy on the chilliest days! The snowflakes are of puffed ink silk-screened onto white fleece for added depth. Cotton/polyester blend. U.S. made, machine wash. Adult sizes S, M, L, XL.
30083 Winter Bear Sweatshirt $24.95
(See order form for size



B. The Lazy Lion Log Carrier. Don't make several trips to the log pile for firewood this winter — do it the easy way! This sturdy canvas log carrier is big enough to carry several hours worth of firewood in one trip, has strong webbed handles attached to wooden support slats, and bound edges. 24" x 39". Embellished with a silk-screened lion snoozing in lazy comfort.
37175 Log Carrier $16.95



B

Up to 60% of our sales supports the National Wildlife Federation's vital conservation and educational programs.

Denotes a NWF exclusive item.

C. A Blizzard Quartet. When the wind is howling and you want a steaming cup of warmth, sip from our sophisticated and expressive winter mug set. Handsome portraits of a bobcat, a polar bear, a snow leopard, and snowy owl add beauty to your coffee break. Each mug holds 11 oz. Dishwasher safe. (Set of 4)
31256 Winter White Mug Set $29.95

D. Musical Penguins! Enchanting penguins frolic to "Winter Wonderland" played on the music box in the wooden base. Two penguins enjoy swirls of snow from their icy perch. Above them, a mother and baby penguin placidly swim along on top of the glass globe. A treasured gift for any nature lover. 7" tall.
33812 Penguin Musical Water Globe $34.95

D

E. Introducing the Cowl-Necked Sweatshirt. It's all ours! NWF designers created this marvellous shirt to commemorate the friendly zebra. The pliant, folding cowl neck is rich with zebra stripes and is made of soft flannel folded twice. It's long enough to pull up into a warm, cozy hood! The heavy charcoal gray sweatshirt is made of 80% cotton for comfort and 20% polyester for durability. U.S. made, machine wash. Adult sizes S, M, L, XL.
30150 Zebra Cowl Sweatshirt $36.95
(See order form for size information.)

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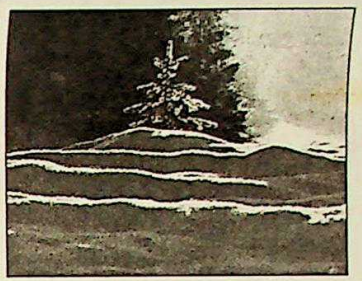

The Corporate Conservation Council (a group founded by the National Wildlife Federation and comprised of 20 executives from some of America's most prominent businesses) has established environmental management classes at Boston University, Loyola University, and the University of Minnesota. The goal of these classes is to thoroughly integrate environmental awareness into a business manager's decision-making process. Over 100 other universities have expressed interest in this ground-breaking program.

87-519

D7-519

A. A Holiday Container for All Types of Treats. It's a gift in itself! This charming bunny basks in winter sunshine amidst green holly and red berries. Roomy, air-tight tin measures 6½" x 9" x 2¾".
37705 1991 Christmas Tin $8.95

B. It's Adorable! Our delightful snow bunny is a warm, friendly symbol of the gentle holiday season. Holds 11 oz. Dishwasher safe. Also available as a set of 4.
31255 Christmas Bunny Mug $6.95
31260 Set of Christmas Bunny Mugs $26.95

C. Don't Wrap It — Bag It! You'll use these bags over and over again — for gift-giving, as a reusable holiday lunch bag, or to carry small projects. They're sturdy and strong, are made with heavy paper, and have cardboard reinforced bases and nylon handles. "Reusable" means "environmental." 9¾" x 7¾" x 4½". (Set of 3)
33715 Tree Of Wildlife Gift Bags $9.25

Our buyers search year round for unique, nature-oriented items of superior quality to offer in our catalogs. But we are concerned with the environmental impact of many commonly used types of packaging. So we're asking our manufacturers to change the way they do business. All packaging should be of recycled and recyclable materials, without any use of styrofoam, plastics, or non-biodegradable materials. We are heartened by the increasing levels of enthusiastic cooperation we are receiving from manufacturers around the world, and we are confident that we will continue to bring you a wide array of high-quality products in packaging that will not damage the environment.

National Wildlife Aug/Sept 1991

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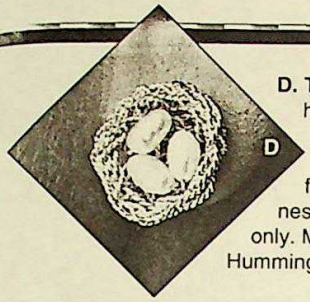
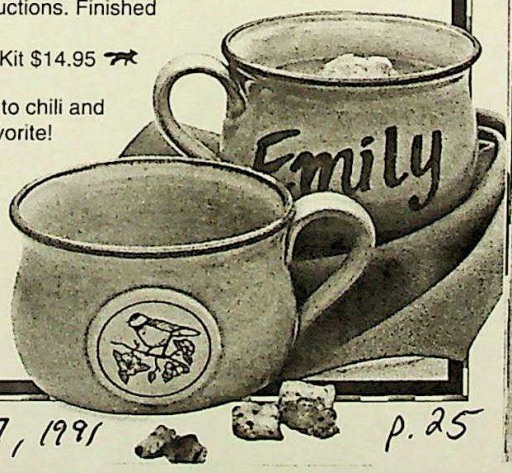


D. The Elegant Nest. Delicate hummingbird's nest earrings are made of sterling silver with a 24-kt gold wash. Three freshwater pearl eggs are nestled in each. For pierced ears only. Made in China. **38852** Hummingbirds Nest Earrings $24.95

E. It's a Natural for the Tree. This collection of wooden birds is hand crafted and finely made. Simple and full of personality! Set includes a blue jay, a cardinal, and a pileated woodpecker. Each is about 4½" long. (Set of 3)
37227 Wooden Birds Ornaments $24.95

Denotes a NWF exclusive item.

F. Circle Of Songbirds. Five graceful birds glowing with color adorn this pretty counted cross stitch piece. Kit comes with 14 count Aida fabric, cotton floss, needle, graph, complete instructions. Finished piece is 14" x 14".
37652 Circle Of Songbirds Counted Cross Stitch Kit $14.95



G. Super Soup Mug. From chicken noodle soup to chili and stew, this chickadee soup mug will be a family favorite! A very personal wintertime gift. Holds 14 oz. Dishwasher safe. Indicate personalization information on the order form. Allow 6 weeks for delivery of personalized mug.
10 character limit.
31257 Chickadee Soup Mug (No name) $15.95
31258 Chickadee Soup Mug (Personalized) $19.95

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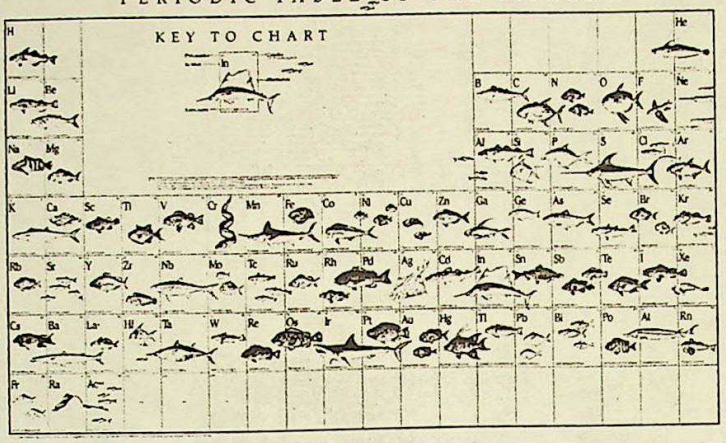
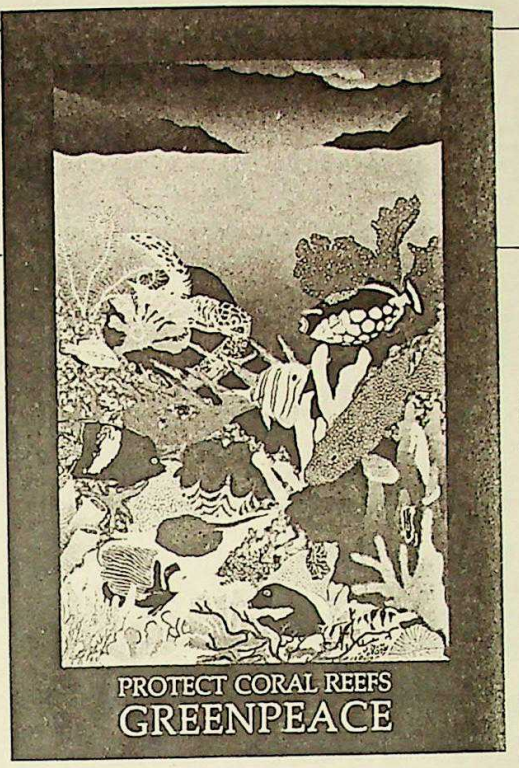
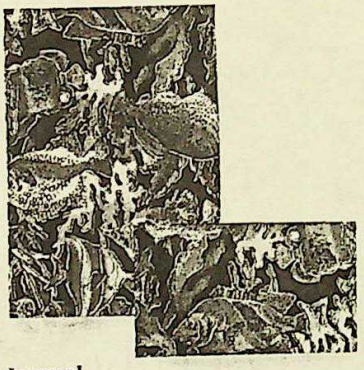


Periodic Table of the Fishes
75 exquisite watercolor illustrations of our finny friends from anchovy to shark, opah to mahi-mahi, as well as Latin names and caloric content combine art, science and whimsy. 21-1/2"x 34" poster.
#6190/$25.00



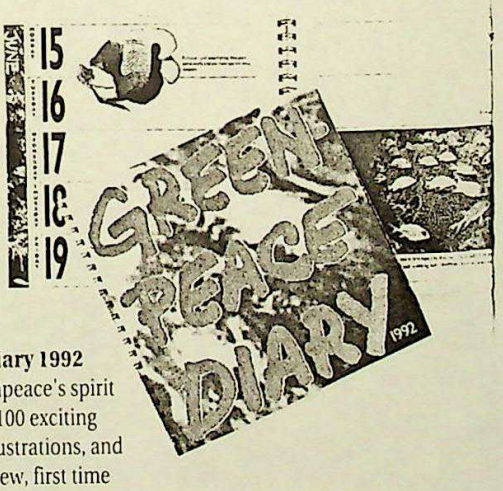
Coral Reef
This exquisite Coral Reef image was especially designed for Greenpeace. It is the second in a series of posters created by artist Joe Petro III. 39"x 27".
#6192/$25.00



Mugs
Drinking from 11 oz. ceramic Greenpeace mugs will eliminate the need for paper and styrofoam cups at home or office.
Penguin
#3592/$6.00
Double Dolphins
#3590/$6.00
Jaguar
#3593/$6.00
Humpback Whale & Calf
#3591/$6.00

Journal
A favorite phrase, special notes, and remembrances can be kept in this beautifully bound cotton cloth covered journal.
8-1/4"x 5-3/4".
#4590/$13.95

Check Book Cover
Personalized Greenpeace checks or bank checks fit inside the 100% cotton Coral Reef patterned cover.
#4591/$14.00



Greenpeace Diary 1992
Capturing Greenpeace's spirit with more than 100 exciting photographs, illustrations, and captions is the new, first time Week-At-A-Glance planner. An extra bonus, is its envelope which opens to a circular map of the world according to Greenpeace.
#6090/$10.00

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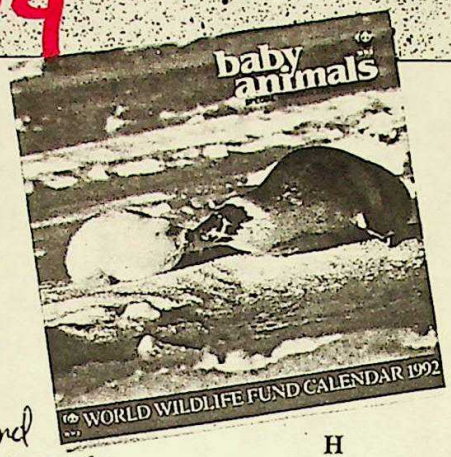
Recycled Paper

Greenpeace Sept. 11, 1991

D7-519

H. WWF Baby Animals Calendar
Absolutely irresistible! Our WWF Baby Animals Calendar for 1992 explores the winsome ways of baby animals in a selection of full-color photographs. Ideal for a child's room or kitchen, this calendar features large date squares with lots of room for birthdays, appointments and notations. Printed on recycled paper. 16 month. 14½"×11".
686549 $9.95

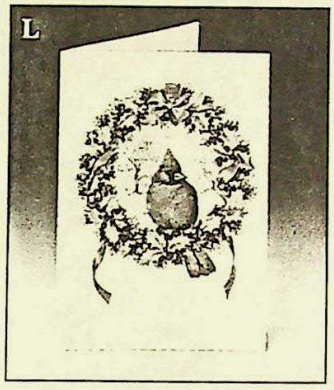


H

World Wildlife Fund
Nov. 1, 1991

J

K



L

K. Jogging Suit
Pullover top has knit crew neck. Pants have adjustable drawstring waist and elastic cuffs. Monogrammed with striking WWF logo. Royal blue only. 50% cotton/ 50% acrylic. Machine washable.

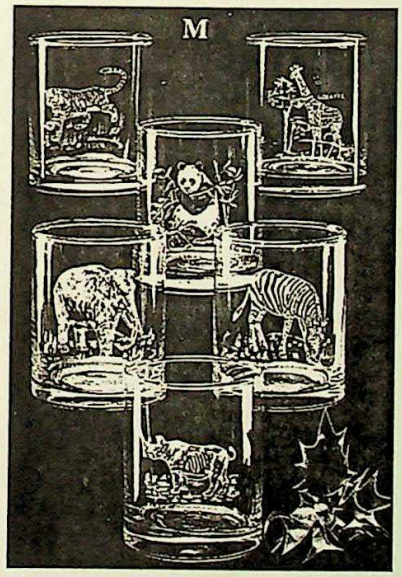
Pullover Shirt $25.00	Pants $26.95
637475 (S)	637513 (S)
637483 (M)	637521 (M)
637491 (L)	637548 (L)
637505 (XL)	637556 (XL)

M. Wildlife Glasses
A superb set of 6 glasses, etched with images of a giraffe, tiger, rhino, elephant, panda and zebra. 12oz capacity. **629073 $37.50**

Wildlife Glasses
691917 Buy 12 glasses for **$69.95**

J. Harp Seal Figurine
Few can resist the soulful appeal of this lifelike harp seal pup. Each meticulously created collector's item is hand-molded in hydrostone and hand-painted in rich detail by studio artists in the U.S.A.
7½"×5½". **686700 $37.50**

L. Cardinal & Wreath Cards
The natural beauty of a crimson cardinal perched on a holly wreath enlivens this distinctive holiday card. Inside message reads, "Season's Greetings". Available only through WWF. 20 cards with envelopes.
Cards 4½"×6⅜". **686360 $12.50**



M